

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

LCS0015

INTRODUCTION TO COMMUNICATION STUDIES

(All groups/sections)

7 MARCH 2018
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: PRINCIPLES OF COMMUNICATION [20 MARKS]

Instruction: Answer ALL questions.

1. Explain how the Communication Principles of Consideration is applied in Human Communication.
(3 marks)
2. How does the Communication Principles of Courtesy be applied in the basic process of communication?
(4 marks)
3. In Non-Verbal Communication, how can the Communication Principles of Concreteness be used?
(3 marks)
4. The Communication Principles of Completeness plays a big roll in delivering a message. Explain how a message can be delivered effectively with the help of this principle.
(3 marks)
5. Small group communication takes place when there are three to five people. When it exceeds five people, it is considered as Public Communication. Differentiate the use of the Communication Principles of Courtesy and Correctness between Small Group and Public Communication.
(4 marks)
6. When a person speaks to him or herself, it is known as Intrapersonal communication. How can a person ensure the Communication Principles of Clarity when he or she is talking to themselves?
(3 marks)

Continued...

SECTION B: CONCEPTS OF COMMUNICATION [30 MARKS]

Answer ALL questions in the answer booklet provided.

1. As the CEO of a company, Mr Edward has discovered that Adam, a very senior member of the management staff, has not been very productively lately. As a result, Mr Edward has decided that it is time to let go of Adam by sending him an email of his termination from the company. However, Mr Edward has overlooked the influence Adam has among the other staff members. Mr Edward found out about Adam's influence only when almost three-quarter of the staff decided to quit from the company and follow Adam.

If you were Mr Edward, provide your action plan based on the Concepts of Communication, on:

- a. handling Adam's termination.

(5 marks)

- b. handling staff members leaving the company because of Adam.

(5 marks)

2. On March 8th 2014, Malaysian Airlines flight MH370 en route from Kuala Lumpur to Beijing made its final flight when the aircraft lost contact with control towers and disappeared from radar somewhere off the coast of East Malaysia at about 1:20am. Following the disappearance of flight MH370, Malaysia has been strongly criticized by the western media, by family members of the passengers and crew on board flight MH370, as well as by local and international observers. The criticisms seem to be focusing on the inefficiency of the Malaysian Government and the Malaysian Airlines spokesperson in providing detailed, timely and accurate information concerning the disappearance of flight MH370. As the spokesperson for Malaysian Airlines, provide your action plan based on the Concepts of Communication in:

- a. providing up-to-date information concerning the disappearance of flight MH370 and concerning the search and rescue operations.

(5 marks)

- b. updating the information to family members of the passengers and crew on board MH370 who are extremely upset over the handling of the disappearance of flight MH370.

(5 marks)

3. Barry is a foodservice manager at a restaurant, and he is responsible for supervising and managing all employees. These employees range in age from 16 years old to 55 years old, and they come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

“Food Handling Training” is given to employees where they are trained by Barry on how to handle food and food safety basics (e.g. appropriate hygiene and hand-washing, time / temperature, and cleaning and sanitizing). After constant training, Barry still discovers that some employees neglect the food safety basic and leave warm trays of uncooked meat sitting out in the kitchen area. Barry is frustrated that all his “Food Handling Training” has no effects on the employees, and he decided to complain to the restaurant owner.

Using the Concepts of Communication:

- a. what should Barry do to deal with the employees?

(5 marks)

- b. what should the restaurant owner do to help Barry train the employees?

(5 marks)

End of Paper

